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FEE TRANSMITTAL for FY 2006

Effective 12/08/2004. Patent fees are subject to annual revision.

 Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 180.00)

Application Number	10/748,870
Filing Date	December 29, 2003
First Named Inventor	Jeffrey A. DEAN
Examiner Name	Wilson W. Tsui
Art Unit	2178
Attorney Docket No.	Google-35APP (GP-090-00-US)

METHOD OF PAYMENT (check all that apply)

 Check Credit card Money Order Other None
 Deposit Account:

Deposit Account Number	50-1049
Deposit Account Name	Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

Charge any underpayment of fee(s) indicated below Credit any overpayments due in connection with the filing submitted herewith

Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

FEE CALCULATION

1. BASIC FILING, SEARCH & EXAMINATION FEES

Large Entity	Small Entity	Fee	Fee	Fee Description	Fee Paid
(\$)	(\$)	(\$)	(\$)		
1000	500	Utility fee			
430	215	Design fee			
660	330	Plant fee			
1400	700	Reissue fee			
200	100	Provisional fee			
SUBTOTAL (1)		(\$ 0.00)			

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	Independent Claims	Multiple Dependent	Extra Claims	Fee from below	Fee Paid
			-20** =	X [] = []	
			-3** =	X [] = []	
				[] = []	

Large Entity	Small Entity	Fee	Fee	Fee Description
Code (\$)	Code (\$)	(\$)	(\$)	
1202 50	2202 25	Claims in excess of 20		
1201 200	2201 100	Independent claims in excess of 3		
1203 360	2203 180	Multiple dependent claim, if not paid		
1204 200	2204 100	**Reissue independent claims over original patent		
1205 50	2205 25	**Reissue claims in excess of 20 and over original patent		
SUBTOTAL (2)		(\$ 0.00)		

**or number previously paid, if greater, For Reissues, see above

3. ADDITIONAL FEES

Large Entity Small Entity

Fee Code (\$)	Fee (\$)	Fee Code (\$)	Fee (\$)	Fee Description	Fee Paid
1051 130	2051 65	Surcharge - late filing fee or oath			
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet			
1053 130	1053 130	Non-English specification			
1812 2,520	1812 2,520	For filing a request for ex parte reexamination			
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action			
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action			
1251 120	2251 60	Extension for reply within first month			
1252 450	2252 225	Extension for reply within second month			
1253 1,020	2253 510	Extension for reply within third month			
1254 1,590	2254 795	Extension for reply within fourth month			
1255 2,160	2255 1,080	Extension for reply within fifth month			
1401 500	2401 250	Notice of Appeal			
1402 500	2402 250	Filing a brief in support of an appeal			
1403 1,000	2403 500	Request for oral hearing			
1451 1,510	1451 1,510	Petition to institute a public use proceeding			
1452 500	2452 250	Petition to revive - unavoidable			
1453 1,500	2453 750	Petition to revive - unintentional			
1501 1,400	2501 700	Utility issue fee (or reissue)			
1502 800	2502 400	Design issue fee			
1503 1,100	2503 550	Plant issue fee			
Petitions to the Commissioner – check fee sheet					
1807 50	1807 50	Processing fee under 37 CFR 1.17(c)			
1806 180	1806 180	Submission of Information Disclosure Stmt			
8021 40	8021 40	Recording each patent assignment per property (times number of properties)			180.00
1809 790	2809 395	Filing a submission after final rejection (37 CFR 1.129(a))			
1810 790	2810 395	For each additional invention to be examined (37 CFR 1.129(b))			
1801 790	2801 395	Request for Continued Examination (RCE)			
1802 900	1802 900	Request for expedited examination of a design application			

Other fee (specify) _____

* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 180.00)

SUBMITTED BY

(Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 542-9070
Signature	<i>John C. Pokotylo</i>			Date	October 10, 2006

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.



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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-35APP (GP-090-00-US)**

Applicant: **Jeffrey A. DEAN et al.**

Serial No.: **10/748,870**

Filing Date: **December 29, 2003**

Title: **IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR PRESENTING RELATED INFORMATION IN ASSOCIATION WITH CONTENT-RELATED ADVERTISEMENTS**

Examiner: **Wilson W. Tsui**

Group Art Unit: **2178**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

SUBMISSION OF INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references, except for U.S. patents and patent application publications, are enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

10/18/2006 MBELETE1 00000042 10748870

01 FC:1806

180.00 OP

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since the final Office Action has not yet been mailed, and since the fee of \$180.00 is filed herewith, this Information Disclosure Statement should be considered under 37 C.F.R. § 1.97 (c) (2).

Respectfully submitted,

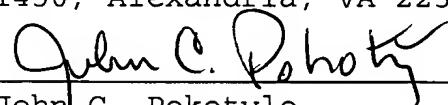
October 10, 2006


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CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on **October 10, 2006** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.


John C. Pokotylo

36,242
Reg. No.

U.S. Department of Commerce Patent and Trademark Office				<i>Complete if Known</i>
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				
Sheet	2	of	2	Attorney Docket No.: Google-35APP (GP-090-00-US)

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T ²
	AU	Supplementary European Search Report to EPO Application No. 04 71 5709	

Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.